



# DARPA Urban Challenge

## Team Sponsorship Opportunities

Across America and around the world, a community of innovators is hard at work preparing to compete in the 2007 DARPA Urban Challenge. Sponsored by the Defense Advanced Research Projects Agency (DARPA), the central research and development organization of the Department of Defense (DoD), the Urban Challenge is the third Grand Challenge event designed to accelerate the development of autonomous robotic vehicle technologies that will someday save the lives of American men and women on the battlefield.

Supporting the teams competing in the Urban Challenge offers a unique opportunity for companies to become part of a high-profile event and gain visibility for their technologies, products, and brands. Media coverage is just one example of how team sponsors can raise their profiles through their involvement in the competition. Other promotional opportunities include logo placements, exhibiting and hosting events throughout the competition, and online promotions.

The top three finishers in the Urban Challenge will win cash prizes of \$2 million, \$1 million and \$500,000, but long before the winners receive their checks, they will need support from sponsors to help them compete to win.

## Sponsorship Benefits

The Urban Challenge offers team sponsors a wealth of benefits and potential opportunities for exposure, including:

- Visibility with national and international media;
- Corporate and brand positioning as forward-thinking, innovative technology leaders;
- Unique environment for delivering key messages;
- Affiliation with a prestigious research & development arm of DoD;
- Contact with leaders in defense, technology, engineering, academia and industry;
- Access to the best and brightest from universities; and
- Involvement with an inspiring, history-making initiative.

Sponsors that have signed on with teams for the Urban Challenge hail from a wide range of organizations, including research universities and engineering schools, automobile manufacturers and suppliers, Defense contractors, computer and software companies, and marketers of consumer products. With more than 80 teams currently in the field of competitors, there is ample opportunity for sponsors to get involved. Further information about teams is easily accessible via the Teams page on [www.darpa.mil/grandchallenge](http://www.darpa.mil/grandchallenge), which includes links to all of the teams' websites.



*Several of the top finishers in the 2005 Grand Challenge reported that media coverage and other forms of visibility netted their sponsors exposure valued in the millions based on advertising equivalency rates, which far exceeded their investments.*





The Urban Challenge already has been the focus of dozens of articles such as those listed below, and media interest is certain to intensify as the competition draws closer.

## ■ Making Headline News

The first two Grand Challenges attracted hundreds of on-site media, and stories about the competitions reached millions of readers, viewers and listeners. TV coverage topped 600 stories on networks and local affiliates, including ABC World News Tonight, CBS Evening News, NBC Nightly News, CNN, and a one-hour documentary on PBS's NOVA. Print coverage reached more than 200 million readers in major newspapers such as the *New York Times*, *Washington Post*, *Los Angeles Times*, the Associated Press, and magazine features in *Newsweek*, *Popular Science*, *Scientific American*, *The Economist*, *Wired* and *Esquire*.

## ■ The Challenge

The 2007 Urban Challenge continues the mission of the first two DARPA Grand Challenges to accelerate the development of autonomous robotic ground vehicles that will someday perform hazardous tasks on the battlefield. The third Grand Challenge competition features an added twist.

Unlike the off-road desert race format of the first two, the Urban Challenge teams' vehicles must safely conduct simulated battlefield missions on a 60-mile course in a mock urban area, obeying traffic laws while merging into moving traffic, navigating traffic circles, negotiating busy intersections, and avoiding obstacles in fewer than six hours. The urban setting adds considerable complexity to the challenge faced by the robotic vehicles, and is intended to replicate the environment where many of today's battlefield missions are conducted.

The Urban Challenge will take place on November 3, 2007, at a location in the western United States that will be announced in August 2007. The Challenge will be preceded by a National Qualification Event October 21-31, 2007. The months leading to the competition will include inspection and qualification events and opportunities for media coverage and other forms of exposure.

## ■ Your Chance to Be Part of History

The first two Grand Challenges made history by pushing autonomous robotic ground vehicle applications to a new level, and creating a community of innovators that continues to grow and evolve. By helping sponsor a team, you can be part of a program that has captured the imagination of people all over the world.

### "Robot Race Takes to the Street"

**washingtonpost.com**

### "Nearly 90 Teams in 2007 Robot Car Race"

**c|net NEWS.com**

### "Pentagon Plans More Cash Awards for Innovations"

**REUTERS**

### "Brainy Robots Start Stepping into Daily Life"

**The New York Times**

## CONTACT

For inquiries, background, information on teams or the latest news releases or updates, contact:

**Don Shipley** (dshipley@stratacomm.net)  
or **Johanna Spangenberg Jones**  
(jjones@stratacomm.net) 202-289-2001



check the website at **www.darpa.mil/grandchallenge**